

## FINAL RECOMMENDATION

### **Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing**

**Issue 2-39, Item #129** (page 39 of the Action Plan)

*Awareness of the overall mission of the USFA (and how the all risk approach fits together to achieve that mission) is limited and not currently emphasized through courses, publications, and word of mouth.*

#### **Summary:**

**R-129** The U.S. Fire Administrator and senior USFA staff must effectively address issues of representation and advocacy among Federal agencies and public and private local, state, national and international entities.

**Recommendations:** As part of FEMA the USFA is not a readily recognized Federal government organization by both the public (including the Nation's fire service) and other governmental organizations.

1. Include an overview and briefing of the USFA for incoming students. This will include NFA, EMI and State Weekend students and others.
2. Produce professionally created videotape program that describes USFA and it's mission including it's 3 divisions.
3. Integrate the FEMA/USFA Strategic Plan /Annual goals and objectives into the daily work schedule of the USFA staff.
4. The budget must reflect/support FEMA/USFA Strategic Plan/Annual goals and objectives.

NOTE: The team is unclear about the correct protocol for international considerations and unable to forward any recommendations.

<b>Time Frame:</b> Recommendation 1. 6/01/00	Recommendation 2. 8/01/00
Recommendation 3. 5/01/00	Recommendation 4. 5/01/00

**Priorities:** ALL HIGH

**Estimated Cost:** \$25,000 (in house)

**Conclusion:** Widespread awareness of the USFA and its mission is fundamental for successful advocacy, partnerships and marketing efforts.

**Submitted by: Action Plan Team –**

**Advocacy, Partnerships and Marketing Team April 27, 2000**

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APPROVED/Date

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DISAPPROVED/Date

Added Management Note: FEMA's support to international or foreign government activities is funded by other federal Government Agencies or Departments. Absent the necessary resources from outside of FEMA, we cannot support international or foreign government activities. Congress provides FEMA's appropriations to carry out domestic responsibilities. Usually, the United States Agency for International Development (AID) through its Office of Foreign Disaster Assistance (OFDA) provides funding for FEMA to support specifically identified and defined foreign government activities.